

LEO BURNETT U.S.A.

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The Great Trails Poster Offer from Marlboro.

June 2-June 27.



It's a one-of-a-kind poster that recaptures all the grit and glory of the great trail drives. Printed on rugged buff stock, the unique poster tells of the country of yesterday, the trails he rode, the gear he used and the life he lived.

Your customers can get a poster free with a purchase of any carton of Marlboro from this unique 180-carton floor display.

And, you get extra profits. Last year, Marlboro had the largest sales growth of any brand in the U.S.* So, order extra stock now... a Great Trails Poster free with every carton of Marlboro is an idea your customers will buy.



Come to where the profits are.
Come to Marlboro Country.

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